The Aviva approach to Good Decisions

Delivering our strategy needs us to transform the business from fix to grow. This means everyone, at every level of Aviva, using the values to make Good Decisions.

Care More
Decisions that have the customer, our colleagues, and community at the heart.

Never Rest
Decisions that stretch our ambition and accelerate our pace.

Kill Complexity
Decisions that create clarity, simplicity, and drive efficiency.

Create Legacy
Decisions that create the best result for all of Aviva, for the long term.

At our worst...
- We pass decisions up the chain or push them through committees.
- We only tell success stories and ignore what went wrong.
- We say “Things are going fine” and hope that no-one spots the cracks.
- We don’t consider all the implications and only take care of our patch of the business.
- We make assumptions and get caught up with bureaucracy.

Get clear on who owns the decision

Start with the customer and focus on facts

Actively look for lessons and share

Be real about how things are going

Use our values to make the decision

Connecting with customers & The Frame App

The Decision Ownership Tool

The Good Lessons Tool

The Inquisitive Rag Tool

The Values Decision Tool

Aviva

Decisions Values in Action Good Thinking